



Lingotek Inside Solution Sheet for **ORACLE® WebCenter** Including *Content/Sites/Site Studio*

Lingotek Inside Oracle WebCenter Features

- Translate your documents and web content directly from Oracle WebCenter Content, including Site Studio
 - Access translated content, nominate content for translation, and offer to translate content yourself, all without leaving the Oracle WebCenter environment - no installation burden or separate login required
 - Users can nominate any page for translation, save money by only translating the content that is most important
 - High priority content: Users can nominate high priority content on any page for professional translation
 - Medium priority content: Using Lingotek's workbench allows bilingual users to volunteer to translate content easily and quickly
 - Low priority content: Use inexpensive machine translation for low priority content such as blog posts and comments
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Why Lingotek Inside Oracle WebCenter – Market and Business Drivers

- Information Explosion - Volume of technical information is doubling every two years
- Oracle customers are re-thinking how to translate massive amounts of content
- 70% of global web users spend their time visiting websites in their own language.¹
- 9 out of 10 internet users in the European Union would prefer to visit a website in their own language.²
- The English language only accounts for 31% of all online use and is in decline.¹
- Worldwide internet users spend \$448B buying goods and services online, and this is expected to increase to \$694B by 2012.¹
- 42% of internet users in the European Union would never buy a product in a language other than their own, with a further 38% of users only doing so very occasionally.²

¹ Localization Matters, Common Sense Advisory, Copyright © 2008

² User language preferences online, European Commission, Copyright © 2011

Profile of Ideal Customer Target

- Using Oracle WebCenter Content, Sites or Site Studio
- Need to translate content
- Need to better support international customers, partners and employees
- Want to expand global presence and translate into new languages which may have been restricted by budget constraints
- Want to support localization of trends in social and community networking
- Need a solution to support the dynamic nature of localized content which is constantly added to, changed or even conversational

Customer References

- Adobe
- Avaya
- BYU
- Copereye
- DigitalPersona
- Federal Government
- eBay
- HireVue
- Hitachi Data Systems
- Intermountain Healthcare
- Novell
- Nuance
- SelectHealth
- The Church of Jesus Christ of Latter Day Saints
- The Library of Congress
- The University of Utah
- ZAGG

Why Buy from Lingotek

- We allow you to **save money** and **streamline** your translation and localization process
- We have hundreds of very **satisfied customers**
- We offer very **high quality** services and are **very responsive**
- "This platform is very **easy to use**, very **effective**, a **time-saver**, and a symbol of collective efforts in translation"
- "**It is working like a charm**"

How to Contact Lingotek

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